

# FY11 Knowledge and Community Sector Strategy Map

**K & C will be the premiere convener of communities of mechanical engineers and other technical professionals who are seeking to interact with peers to collaborate, to share, to learn and to make a difference that benefits humankind.**

## Global Impact

*ASME will deliver locally relevant engineering resources to advance public safety and quality of life throughout the world*

## Engineering Workforce Development

*ASME will foster a broader, competent, vibrant and more diverse engineering workforce with improved retention in both the profession and ASME over all career stages*

## Energy

*ASME will serve as an essential energy technology resource and leading advocate for balanced energy policies*

### Stakeholders

S2 – Attract and retain students and early career engineers

S3 – Develop new and improved energy related products and services

### Internal

I1 – Make it easier for members to access ASME products and services

### Learning & Growth

L1-Increase the volunteer base

L2 – Improve communication regarding awareness of key strategies with members, with units, across sectors, and with and among volunteers

### Financial

F1- Reduce K & C's operating subsidy

Oct. 13, 2010



FY 2011 - OBJECTIVES	MEASURES	TARGETS	INITIATIVES
S2 – Attract and retain students and early career engineers	<p>S2A - % of student member growth <b>(S)</b></p> <p>S2B - % of ECE member growth <b>(S)</b></p>	<p>S2A – 3% increase above FY10</p> <p>S2B – 3% increase above FY10</p>	<p>S2A- Develop and implement the “Student Liaison” program</p> <p>S2B - Formulate a developmental pipeline that provides students and early career engineers with specialized training and clear paths for advancement</p>
S3 – Develop new and improved energy related products and services	S3 – Number of energy related events (local or Society-wide)	S3 – 100% increase over FY10 levels (Minimum of 20 events)	S3 – Development of an ASME Energy Speakers Resource Kit.
I1 – Make it easier for members to access ASME products and services	<p>I1A – Number of up-to-date section websites</p> <p>I1B – Number of units participating in training</p>	<p>I1A – 10% increase over FY10 levels</p> <p>I1B – 25% of active units</p>	<p>I1A – Develop a process to monitor the status of unit websites to ensure content is current</p> <p>I1B – Conduct unit marketing training sessions aimed at assisting unit leaders in highlighting unit products and services</p> <p>I1C - Compile and promote an inventory of the Products and Services available from ASME member Units</p>

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<b>FY 2011 - OBJECTIVES</b>	<b>MEASURES</b>	<b>TARGETS</b>	<b>INITIATIVES</b>
L1 – Increase the volunteer base	L1A – Number of 1 <sup>st</sup> time volunteers  L1B – Number of active units with identified leadership	L1A – 5% increase over FY10  L1B – Sections and Student Sections – 5% increase over FY10, Divisions – 100% of units with officers	L1A- Develop a forward looking event and deadlines calendar for the sector volunteer leadership.  LIB – Formulate and employ a sector wide volunteer recruitment campaign  L1C – Provide guidance, direction and training to enable volunteers to better prioritize tasks.
L2 – Improve communication regarding awareness of key strategies with members, with units, across sectors and with and among volunteers	L2 – Number of direct communications (e-mails blasts, newsletters, webcasts, etc.)	L2 – 10% increase over FY10 levels	L2 – Implement use of a Strategic Deployment Matrix (SDM) to communicate strategic issues and priorities to operating board members and unit leaders.
F1 – Reduce K & C's operating subsidy	F1 - % reduction in subsidy with a focus on revenue <b>(S)</b>	F1 – 1.5% reduction in net FY 11 subsidy	F1A – Review total expenses allocations (staff and volunteer); determine drivers and possible changes.  F1B - Develop and regularly run reports/analyses that more accurately represent K & C's complex finances so business decisions are better informed.

<b>Performance</b>	<b>Below Threshold</b>	<b>Lower Threshold</b>	<b>Target</b>	<b>Upper Threshold</b>
9 Measures	<7	7	8	9

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